

**2019 HONG KONG AWARDS FOR INDUSTRIES: INNOVATION AND CREATIVITY
MARKING SCHEME**

Name of Participating Company: _____ Ref: _____

Name of Assessor: _____ Date of Assessment: _____

1. CREATIVITY OF NEW BUSINESS CONCEPT	40 points
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This section examines the approach the company uses to design, develop and apply the innovative concept and creativity to business.

1.1. Originality **(Total 10 points)**

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|--|------------------------------------|
| 1.1.1 Unique and creative features of new business concept. | (0=poor ; 10 = excellent) |
| 1.1.2 Invention or significant deviation from traditional product/service. | |
| 1.1.3 Process of idea generation. | |
| 1.1.4 Local contribution in developing/modifying imported concept. | |
| 1.1.5 Patent right or other recognition. | Sub-total : _____ out of 10 points |

1.2. Design Formulation **(Total 10 points)**

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|---|------------------------------------|
| 1.2.1 Ability to identify market needs and to meet customer expectations. | (0=poor ; 10 = excellent) |
| 1.2.2 Effectiveness of communication among team members. | |
| 1.2.3 Breakthrough over current products or services | |
| 1.2.4 Efficiency of prior research and use of market information. | |
| 1.2.5 Potential for continual innovation. | Sub-total : _____ out of 10 points |

1.3. Development **(Total 10 points)**

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|--|------------------------------------|
| 1.3.1 Ability to develop new ideas into strategies and actions. | (0=poor ; 10 = excellent) |
| 1.3.2 Use of technologies and/or management systems that are new to the company or the industry. | |
| 1.3.3 Ability to overcome obstacles. | |
| 1.3.4 Capability of process management to ensure operational performance. | |
| 1.2.5 Value creation for all key stakeholders. | Sub-total : _____ out of 10 points |

1.4. Performance **(Total 10 points)**

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|--|------------------------------------|
| 1.4.1 Significant improvements over present processes in terms of customer experience. | (0=poor ; 10 = excellent) |
| 1.4.2 Timely and efficient delivery of the new products/services. | |
| 1.4.3 Ability to deliver new ideas to customers. | |
| 1.4.4 Practical benefits to customers. | |
| 1.4.5 Advantages over competitors. | Sub-total : _____ out of 10 points |

2. CORPORATE EMPHASIS TOWARDS INNOVATION	10 points
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This category examines how the company sets strategic directions to pursue growth through innovation and to establish and maintain an innovative culture.

2.1. Leadership and Culture **(Total 10 points)**

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|--|------------------------------------|
| 2.1.1 Vision and value towards innovation. | (0=poor ; 10 = excellent) |
| 2.1.2 Ability to position the company as an innovative market leader or a niche provider. | |
| 2.1.3 Senior executives' involvement and leadership in creating and reinforcing value towards innovation | |
| 2.1.4 Resources devoted to encourage a culture of innovation | |
| 2.1.5 Motivation of organisational dynamics in the long term. | Sub-total : _____ out of 10 points |

3. COMMERCIAL VIABILITY **20 points**

The commercial results and prospects category examines the company's performance and improvement in key business areas after the introduction of the innovative concept.

3.1. Commercial Achievements **(Total 10 points)**

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|--|------------------------------------|
| 3.1.1 Ability to identify new customer segments, and/or increase sales, income and market share. | (0=poor ; 10 = excellent) |
| 3.1.2 Cost-effectiveness of investment versus return. | |
| 3.1.3 Overcoming previous weaknesses in key business areas. | |
| 3.1.4 Strengthening company image and goodwill | |
| 3.1.5 Other quantitative and/or qualitative achievements | Sub-total : _____ out of 10 points |

3.2. Business Prospects **(Total 10 points)**

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|---|------------------------------------|
| 3.2.1 Financial prospects of innovation. | (0=poor ; 10 = excellent) |
| 3.2.2 Exclusivity and longevity of innovation | |
| 3.2.3 Capability to maintain sustainable business growth. | |
| 3.2.4 Potential to diversify into other new business areas. | |
| 3.2.5 Ability to maintain long-term competitiveness. | Sub-total : _____ out of 10 points |

4. IMPACT **20 points**

This category examines the social and economic impact on the industry and community generated by the introduction of the innovation.

4.1. Business Sector **(Total 10 points)**

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|---|------------------------------------|
| 4.1.1 Identifying new opportunities to fulfill the latent needs of customers. | (0=poor ; 10 = excellent) |
| 4.1.2 Raising the standard and excellence of the whole industry. | |
| 4.1.3 Encouraging innovative culture within the industry. | |
| 4.1.4 Creating positive influence on other industries to improve their standards. | |
| 4.1.5 Potential to facilitate new economic activities. | Sub-total : _____ out of 10 points |

4.2. Hong Kong **(Total 10 points)**

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|--|------------------------------------|
| 4.2.1 Facilitating Hong Kong companies to benchmark and enhance their competitiveness. | (0=poor ; 10 = excellent) |
| 4.2.2 Creating employment opportunities, and/or enhancing job security and satisfaction. | |
| 4.2.3 Fulfilling the needs of the society and environment. | |
| 4.2.4 Ability to attract international attention and help the marketing of Hong Kong's products/services overseas. | |
| 4.2.5 Reinforcement of Hong Kong's overall competitiveness. | Sub-total : _____ out of 10 points |

5. Bonus Score **10 points**

5.1 The "WOW" Factor **(Total 10 points)**

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|---|------------------------------------|
| 5.1.1 The "extraordinary" nature of the innovation and creativity which the judges find impressive. | Sub-total : _____ out of 10 points |
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Judging Panel Remarks: _____

TOTAL SCORE:

Assessed By: _____

Verified By: _____ (Consultant)